

Success Story

PASHION

🌐 pashionfootwear.com

📷 @pashionfootwear

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Pashion Footwear

World's First Fully Convertible Heel

Pashion Footwear was launched in 2016 out of CEO Haley Pavone's dorm room at Cal Poly San Luis Obispo. Pavone was inspired to create the world's first fully convertible heel after she experienced first-hand the discomfort of wearing heels for a long night out. Pavone assembled a team to help her fulfill her vision of creating a comfortable heel that would convert to a flat. The team presented and won first place at Cal Poly's annual pitch competition and that was the start to a phenomenal new business launch.

Congratulations to Pashion Footwear for their feature on ABC's Shark Tank February 19th. Since then, Pashion has grown immensely and utilized SBDC resources to help build the business from the ground up. Join the heel revolution and check out their product line of the "World's First Convertible Heel" at pashionfootwear.com.

SBDC Assistance

Venture Capital

Pitch Deck Prep

IP Patent

COVID-19 Funding

Economic Impact

15 Jobs Supported

\$41K PPP

\$64K EIDL

\$1M Capital Funding



“The SBDC has helped us in a tremendous way. The activities and resources we received have been integral to the success of our start-up. They helped us with funding, building a team, sourcing various providers, and supporting members of our staff.”

–Haley Pavone, CEO and Founder of Pashion Footwear



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